

associating spatial relationships with the customer data to determine additional information concerning purchases by the customer.

32. The method of Claim 31, wherein the additional information is found using data mining techniques.
33. The method of Claim 31, wherein the spatial relationships include the relative placement of products within the retail space.
34. The method of Claim 31, wherein the spatial relationships include customer paths through the retail space associated with product placement within the retail space.
35. The method of Claim 31, wherein the spatial relationships include customer paths through the retail space associated with products purchased.
36. The method of Claim 31, wherein the spatial relationships include data gathered from a remote sensing system.
37. The method of Claim 31, wherein the information related to each customer includes demographic information about individual customers gathered from a database.
38. The method of Claim 31, wherein the additional information is determined using data mining techniques.

39. A method for determining relationships of data associated with product placement in a retail space, the method comprising the steps of:
- generating data relationships using data mining techniques, wherein the data relationships associate individual customers with information related to the individual customers;
 - generating spatial relationships using data mining techniques, wherein the spatial relationships include relative placement of products within the retail space;
 - integrating the data relationships with the spatial relationships to determine additional information concerning purchases by the customers.

40. The method of Claim 39, wherein the spatial relationships further include associations of customer paths through the retail space with product placement within the retail space.
41. The method of Claim 39, wherein the spatial relationships further include associations with customer paths through the retail space with products purchased.
42. The method of Claim 39, wherein the spatial relationships further include associations of product placement within the retail space with products purchased.
43. The method of Claim 39, wherein the information related to the individual customers includes demographic information about the individual customers gathered from a database.
44. The method of Claim 39, wherein the additional information is determined using data mining techniques.
45. A data processing system for determining data relationships of data associated with product placement in a retail space, the data processing system comprising:
means for generating customer data by associating individual customers with information related to each customer using data mining techniques;
means for associating spatial relationships with the customer data to determine additional information concerning purchases by the customer.
46. The system of Claim 45, wherein the additional information is found using data mining techniques.
47. The system of Claim 45, wherein the spatial relationships include the relative placement of products within the retail space.
48. The system of Claim 45, wherein the spatial relationships include customer paths through the retail space associated with product placement within the retail space.
49. The system of Claim 45, wherein the spatial relationships include customer paths through the retail space associated with products purchased.

50. The system of Claim 45, wherein the spatial relationships include data gathered from a remote sensing system.

51. The system of Claim 45, wherein the information related to each customer includes demographic information about individual customers gathered from a database.

52. The system of Claim 45, wherein the additional information is determined using data mining techniques.

53. A data processing system for determining data relationships of data associated with product placement in a retail space, the data processing system comprising:

first generating means for generating data relationships using data mining techniques, wherein the data relationships associate individual customers with information related to the individual customers;

second generating means for generating spatial relationships using data mining techniques, wherein the spatial relationships include relative placement of products within the retail space;

means for integrating the data relationships with the spatial relationships to determine additional information concerning purchases by the customers.

54. The system of Claim 53, wherein the spatial relationships further include associations of customer paths through the retail space with product placement within the retail space.

55. The system of Claim 53, wherein the spatial relationships further include associations with customer paths through the retail space with products purchased.

56. The system of Claim 53, wherein the spatial relationships further include associations of product placement within the retail space with products purchased.

57. The system of Claim 53, wherein the information related to the individual customers includes demographic information about the individual customers gathered from a database.